



NSW

# bike week

Proudly supported by NSW Government

## Style Guide



April 2019



## Introduction

This style guide sets in place graphic standards to ensure a consistent look and feel when promoting NSW Bike Week. This is a state-wide event and, as such, NSW Bike Week promotional materials need to appeal to a broad audience from many communities and regions. As NSW Bike Week is a Transport for NSW sponsored event, this graphic style guide also references the Transport for NSW visual identity.

Should you have any queries about specific usage of the NSW Bike Week templates or require further assistance regarding the style guide, please contact:

Elizabeth McCall  
Senior Marketing Manager  
Public Transport Marketing  
Transport for NSW

**T** 02 8202 3408

**E** [elizabeth.mccall@transport.nsw.gov.au](mailto:elizabeth.mccall@transport.nsw.gov.au)

- 1 Introduction
- 2 NSW Bike Week logos
- 2 NSW Bike Week colour palette
- 2 Transport for NSW logo
- 3 Additional background graphics
- 4 NSW Bike Week typeface
- 4 NSW Bike Week website information
- 5 NSW Bike Week image library
- 6 Advertisements
- 8 DL flyer
- 9 A3 poster
- 10 Online animated advertisement
- 11 Social Media Advertisement
- 12 Online static advertisements
- 13 A4 press release
- 14 A4 letterhead
- 15 A4 certificate



NSW  
**bike week**  
 Proudly supported by NSW Government



[transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

## NSW Bike Week logos



Colour  
 Minimum size 45mm wide



Mono  
 Minimum size 45mm wide



Colour reversed  
 Minimum size 45mm wide  
 (width of logo, not the containing panel)



Mono reversed  
 Minimum size 45mm wide  
 (width of logo, not the containing panel)

## Transport for NSW logo



Mono  
 Minimum size 15mm height  
 Clear space is height of 'N' in NSW



Mono reversed  
 Minimum size 15mm height  
 Clear space is height of 'N' in NSW

## NSW Bike Week colour palette

 **NSW Bike Week Green**  
 C=100, M=10, Y=61, K=38  
 R=0 G=109 B=93  
 PMS 328 C

 **NSW Bike Week Green**  
 C=98, M=0, Y=59, K=0  
 R=0 G=169 B=143  
 PMS 3285 C

 **NSW Bike Week Black**  
 C=0, M=0, Y=0, K=100  
 R=0, G=0, B=0  
 PMS Black

 **NSW Bike Week Grey (body text on white)**  
 C=0, M=0, Y=0, K=85  
 R=76, G=76, B=78  
 PMS Cool Grey 11



## Additional background graphics



Cyclist graphic implementation  
C=98, M=0, Y=59, K=0

The cyclist graphic is taken from the NSW Bike Week logo design. It is to be used as a watermark across event marketing material on the green background.





## NSW Bike Week typeface

Arial has been selected as the NSW Bike Week material typeface.

Arial regular

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

Arial bold

**abcdefghijklmnopqrstuvwxy0123456789**  
**ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789**

Arial extra bold

**abcdefghijklmnopqrstuvwxy0123456789**  
**ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789**

## NSW Bike Week website information

Information regarding NSW Bike Week is available at [transport.nsw.gov.au/bikeweek](https://transport.nsw.gov.au/bikeweek)  
You'll find the following artwork files and templates available for download:

- Logos
- Graphic artwork templates.



## NSW Bike Week image library

A diverse image library of cycling, infrastructure and assets is available on request.

**Please note, the use of library images requires prior approval from Transport for NSW.**

Please register to access the NSW Bike Week image library at [creativeassets.transport.nsw.gov.au](http://creativeassets.transport.nsw.gov.au)



## Advertisements

Colour  
Large format advertisement



**NSW bike week**  
Proudly supported by NSW Government

**DD-DD Month YYYY**

# Fitness and fun for the family!

**Bush tucker ride and nature walk**

**Day DD Month YYYY**  
Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

**Ride details**  
The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.

Three meeting points depending on how far you wish to ride:  
**9.00am** Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).  
**9.30am** Vincentia car park near the roundabout (22km return).  
**10.30am** corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

**What you need to know**

- Beginners welcome
- Suitable for mountain or road bike
- All cyclists must wear a correctly fitted helmet
- Children under 14 years of age must be accompanied by an adult
- Participants should have their bike in good working order
- Bring a water bottle
- BBQ facilities available
- Guided by a trained Shoalhaven Bicycle Users Group Ride Leader

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

NSW GOVERNMENT | Transport

Interchangeable headline to promote fun and fitness and NSW Bike Week dates

Contact details for your event

Specific times and details of your event

NSW Bike Week website

Brief description of your event

Brief points about your event

Sponsor logos for your event

NSW Bike Week dates

Contact details for your event

Mono  
Small format advertisement



**NSW bike week**  
Proudly supported by NSW Government

**DD-DD Month YYYY**

# Fitness and fun for the family!

**Bush tucker ride and nature walk**

**Weekday DD Month YYYY**  
Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

For details on this event please contact 4429 3484 or 0413 138 605.

For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

NSW GOVERNMENT | Transport

The grey specified for mono advertisements is 60% black

Interchangeable headline to promote fun and fitness

Name of your event

Date of your event

Brief description of your event

NSW Bike Week website



NSW  
**bike week**  
 Proudly supported by NSW Government



[transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

## Advertisements

Colour

Large format advertisement with imagery

The advertisement is a large-format flyer with a dark green background. At the top left is the NSW Bike Week logo. Below it is a photo of people cycling on a path. The main headline reads 'Fun, free events for the family'. To the right of the photo is the event title 'Bush tucker ride and nature walk' and a brief description. Below the description are 'Ride details' and 'What you need to know' sections. At the bottom left are the NSW Government and Transport logos. At the bottom right is the website URL 'transportnsw.info/bikeweek'.

Brief description of your event

Brief points about your event

Sponsor logos for your event

Interchangeable headline to promote fun and fitness and NSW Bike Week dates

Contact details for your event

Specific times and details of your event

NSW Bike Week website



NSW  
**bike week**  
 Proudly supported by NSW Government

[transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

## DL flyer

210mm wide x 99mm high

Front

NSW Bike Week dates

Interchangeable headline to promote fun and fitness

NSW  
**bike week**  
 Proudly supported by NSW Government

**DD-DD Month YYYY**

**Fitness and fun for the family!**

NSW GOVERNMENT | Transport

**Bush tucker ride and nature walk**

**Day DD Month YYYY**

Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

Name of your event

Date of your event

Brief description of your event

Back

Specific times and details of your event  
*If you would like to include a map in your DL flyer, it can be inserted here instead of text*

Sponsor logos for your event

NSW  
**bike week**  
 Proudly supported by NSW Government

**Ride details**

The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.

Three meeting points depending on how far you wish to ride:

**9.00am** Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).

**9.30am** Vincentia car park near the roundabout (22km return).

**10.30am** corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

**What you need to know**

- Beginners welcome
- Suitable for mountain or road bike
- All cyclists must wear a correctly fitted helmet
- Children under 14 years of age must be accompanied by an adult
- Participants should have their bike in good working order
- Bring a water bottle
- BBQ facilities available
- Guided by a trained Shoalhaven Bicycle Users Group Ride Leader

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

Brief points about your event

Contact details for your event

NSW Bike Week website



NSW  
**bike week**  
 Proudly supported by NSW Government



[transportsw.info/bikeweek](http://transportsw.info/bikeweek)

## A3 poster

297mm wide x 420mm high

**NSW bike week**  
 Proudly supported by NSW Government  
 DD-DD Month YYYY

**Cycling events around Shoalhaven**

Jump on your bike and join us for some fun-filled rides around the Shoalhaven area. These rides will explore the beautiful local scenery and are suitable for the whole family.

**Bush tucker ride and nature walk**  
 Weekday DD Month YYYY  
 Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park RanZ nature walk, around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens. The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.  
 Three meeting points depending on how far you wish to ride:  
 • **9.00am** Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).  
 • **9.30am** Vincencia car park near the roundabout (22km return).  
 • **10.30am** corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

**Huskisson to Vincencia with a BBQ by the Bay**  
 Weekday DD Month YYYY  
 This easy two hour ride around the winding Shoalhaven paths takes in the spectacular views of Jervis Bay and Point Perpendicular. Cycle along the beautiful pathway to Vincencia and return to enjoy a BBQ by the Bay.  
 Meet at 10.00am at White Sands Park.

**Sussex Inlet scenic ride**  
 Weekday DD Month YYYY  
 A 25km ride set at a slow pace and suitable for beginners. Enjoy a very easy meander around Sussex Inlet with many stops for taking in the scenery.  
 Meet at 10.00am at Sussex Inlet RSL car park, 200 Jacobs Drive, Sussex Inlet.

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

NSW Government | Transport

For more information visit [transportsw.info/bikeweek](http://transportsw.info/bikeweek)

Annotations:  
 - NSW Bike Week dates  
 - Interchangeable headline to describe your event  
 - Event details including name, date and description of your event  
 - NSW Bike Week website  
 - Brief promotion of your event to entice potential participants  
 - Contact details for your event  
 - Sponsor logos for your event

## Online animated advertisement

Medium Rec 300px wide x 250px high (indicative size only)

These advertisements can be linked to the NSW Bike Week page, [transportnsw.info/bikeweek](https://transportnsw.info/bikeweek)



Frame 1



Frame 2 (cyclist animated from left to right)



Frame 3 (text animated from right to left)

## Social Media Advertisement

### Facebook Link and Carousel

These advertisements can be linked to the NSW Bike Week page, [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

### Facebook Link



Option 1



Option 2



Option 3



Option 4

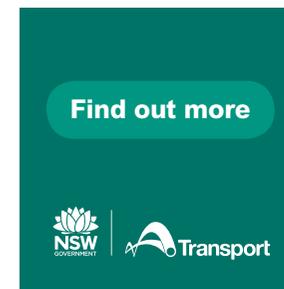
### Carousel



Screen 1



Screen 2



Screen 3

## Online static advertisements

These advertisements can be linked to the NSW Bike Week page, [transportnsw.info/bikeweek](https://transportnsw.info/bikeweek)



NSW  
**bike week**  
Proudly supported by NSW Government

**Bush tucker ride and nature walk**

Day DD Month YYYY

For event information visit [transportnsw.info/bikeweek](https://transportnsw.info/bikeweek)



### Skyscraper

160px wide x 600px high



NSW  
**bike week**  
Proudly supported by NSW Government

**Bush tucker ride and nature walk**  
Day DD Month YYYY

For event information visit [transportnsw.info/bikeweek](https://transportnsw.info/bikeweek)



### Leaderboard

728px wide x 90px high



NSW  
**bike week**  
Proudly supported by NSW Government

**Bush tucker ride and nature walk**  
Day DD Month YYYY

For event information visit [transportnsw.info/bikeweek](https://transportnsw.info/bikeweek)



### Medium Rec

300px wide x 250px high



NSW  
**bike week**  
 Proudly supported by NSW Government

[transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

## A4 press release

210mm wide x 297mm high (Word document)

The template layout includes the following sections and callouts:

- Header:** NSW bike week logo and "Proudly supported by NSW Government".
- Headline:** "A host of fun and friendly cycling events around <location>" (Callout: "Headline to promote fun and fitness").
- Subheading 1:** "Subheading 1" (Callout: "Press release content").
- Body Copy:** Placeholder text including "Body copy Ur, solupta quatiustrunt ut harum eos que iuntio motum coremol oreribe roviderio officio quae.", "Subheading 2", and several paragraphs of dummy text.
- Contact:** "For further information please contact: <insert contact information>" (Callout: "Area for sponsor/council logos").
- Footer:** NSW Government and Transport logos, and the website "For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)" (Callout: "NSW Bike Week website").



NSW  
**bike week**  
 Proudly supported by NSW Government



[transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

## A4 letterhead

210mm wide x 297mm high (InDesign document)

This file is used when shells are commercially printed, and then lasered content added later.

NSW  
**bike week**  
 Proudly supported by NSW Government

Recipient name  
 Company name  
 Street address line 1  
 Street address line 2  
 City State Postcode

Dear Name,

Body copy Tatium rerum corum ratquatibus non nati sum is es ut pro et vel eium, cor re aut arum arciasperum dolorum veritate alia vent endit est eatecerferro lilit essunt venduci endiore eatiscuir molum apiet mod mo quia invenim inimum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollatia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiaa ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

Dolestia vel impore quunt quam et, tempossintis et aut lam que incidibeis sum re, officidus eaqviae cusant et qui dolut et occaboreiume perit eni re pre exeri aliquam quidellitata doluptium et qui odio odit aut pa vel exeror am ut mil iunt.

Pudae rem issim et fugit pre endae nim fuga. Epudani scieni con non eruptatur? Arum nesto blabo. Ehenimus magnihic tem consecto maximpora nonsecea vellaut vendit eatem id moluptatium reicill aboribus.

Untur sus, et rerem nonsequati coratquunt et expellatur as elluptaspel erchili ctibusc idelesequam allia susamen dandam re exerum nos nihicp sandis molupta lliquam enimporo conemporum aperum quam idebit quates eicias invel intur? Qui repro volupta quidita tibusaped ut ma volessi tempores samusam, quis a everciatin exerupta quis ea debit, quas ipienducid eos eost, volorionseri ra dem quae. Nam aut voluptas mi, consequi ilia et inis cuptat.

Volorem exeratur reritem ut illesti volorpore qui nullacerrone etur rehenis intur? Tem num con placitam, sint. Tio cus moluptaspero omnimus earchit am faci aut ma quibus nonseque conecuptati doloreprat.

Yours sincerely,  
 Sender's name

Area for sponsor/council logos

NSW  
 Transport  
 For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

Letter content

Area for sponsor/council logos

NSW Bike Week website

210mm wide x 297mm high (Word document)

NSW  
**bike week**  
 Proudly supported by NSW Government

Recipient name  
 Company name  
 Street address line 1  
 Street address line 2  
 City State Postcode

Dear Name,

Body copy Tatium rerum corum ratquatibus non nati sum is es ut pro et vel eium, cor re aut arum arciasperum dolorum veritate alia vent endit est eatecerferro lilit essunt venduci endiore eatiscuir molum apiet mod mo quia invenim inimum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollatia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiaa ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

Dolestia vel impore quunt quam et, tempossintis et aut lam que incidibeis sum re, officidus eaqviae cusant et qui dolut et occaboreiume perit eni re pre exeri aliquam quidellitata doluptium et qui odio odit aut pa vel exeror am ut mil iunt.

Pudae rem issim et fugit pre endae nim fuga. Epudani scieni con non eruptatur? Arum nesto blabo. Ehenimus magnihic tem consecto maximpora nonsecea vellaut vendit eatem id moluptatium reicill aboribus.

Untur sus, et rerem nonsequati coratquunt et expellatur as elluptaspel erchili ctibusc idelesequam allia susamen dandam re exerum nos nihicp sandis molupta lliquam enimporo conemporum aperum quam idebit quates eicias invel intur? Qui repro volupta quidita tibusaped ut ma volessi tempores samusam, quis a everciatin exerupta quis ea debit, quas ipienducid eos eost, volorionseri ra dem quae. Nam aut voluptas mi, consequi ilia et inis cuptat.

Volorem exeratur reritem ut illesti volorpore qui nullacerrone etur rehenis intur? Tem num con placitam, sint. Tio cus moluptaspero omnimus earchit am faci aut ma quibus nonseque conecuptati doloreprat.

Yours sincerely,  
 Sender's name

Area for sponsor/council logos

NSW  
 Transport  
 For more information visit [transportnsw.info/bikeweek](http://transportnsw.info/bikeweek)

Letter content

Area for sponsor/council logos

NSW Bike Week website

## A4 certificate

297mm wide x 210mm high (Word document)

NSW  
**bike week**  
Proudly supported by NSW Government

# Certificate of appreciation

Presented to: \_\_\_\_\_

For your assistance with the NSW Bike Week <YEAR> events in the  
<location>

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

NSW GOVERNMENT | Transport

Area for sponsor/council logos

Interchangable event/workshop headline